

## ABSTRACT OF THE DISCLOSURE

A method, identification tag, data signal, and service for asset management are disclosed. Identification data may be retrieved from an identification tag. The identification data may include a first data element comprising a global routing prefix and a second data  
5 element comprising an asset identifier. Based on the global routing prefix, a uniform resource locator may be determined for a selected asset lookup service. Based on the determined uniform resource locator, the received asset identifier may be sent to the asset lookup service.